

Professional and Managerial Branch
Water Utilities Administration Group
General Administration Series

E.P.W.U. STRATEGIC BUSINESS MANAGER

12/98 (SAC)

Summary

Under general direction, initiate, coordinate and implement business development projects and strategic partnerships with the public and private sectors directed at expanding and improving operations, securing water rights and resources, and maximizing utilization of Water Utility services; and work with state and federal lobbyists in an effort to enhance its leadership role as a regional planner in accordance with its Strategic Development Plan.

Typical Duties

Analyze new outside business opportunities by targeting, investigating, evaluation and making recommendations to the Utility's General Manager in regard to policy issues, including potential viability of new ventures. Involves: providing research and analyses to management to provide decision support and consultation regarding market and industry risks and opportunities; monitoring trends, planning scenarios and competitive issues that impact Utility strategy and communicating results to the General Manager in regard to strategic and operational planning areas; evaluating undeveloped areas within El Paso County to determine feasibility of future development and determining budgetary items needed to bring approved projects to completion, including project costs for development, benefits, and concerns associated with each project, timing for undertaking, and overall impact on the annual budget and strategic plan.

Analyze and evaluate properties and projects from public and private entities to determine feasibility of joint operations that will benefit the Utility. Involves: participating in evaluations of projects in which the Utility wants to acquire an interest; evaluating and recommending properties that need to be acquired by the Utility to include water rights acquisitions; acting as chief Utility representative in negotiations relating to potential terms of operating agreements and accompanying costs to be covered in any joint agreement; interacting with appropriate interdepartmental managers to determine economic feasibility of embarking on these partnerships.

Develop, maintain, and coordinate the Utility's long and short-term financial business development efforts that support its strategic plan and annual budget. Involves: participating and making recommendations in the formulation of operating plans for each year, including projected costs, time lines, and outcomes for each project under consideration; evaluating and converting data into planning reports, reflecting historical expenditures and results, and impacts on the annual budget and overall strategic plan.

Interface with numerous local, state and federal governmental agencies on related water and wastewater issues. Involves: establishing personal contacts with elected and appointed officials and their staffs to advise on complex, sensitive or controversial matters; evaluating the impact of local, state and federal regulatory policies and trends on key aspects of the Utility's operation and developing policy recommendations from this analysis; managing legislative proposals of the Public Service Board and responding to state and federal legislation that could affect the Utility; serving as national and international liaison between the Utility and other utilities, local, state, federal and international agencies, private institutes and other regional entities.

Minimum Qualifications

Training and Experience: Graduation from an accredited college or university with a Bachelor's Degree in Business or Public Administration or a related field, and eight (8) years of progressively responsible experience in marketing, finance, economics, planning, project management or related field; or an equivalent combination of training and experience.

Knowledge, Skills and Abilities: Considerable knowledge of the principles, practices and techniques of water and wastewater planning; water rights management; strategic planning processes and issues; regulatory policies as they relate to the utility industry; business practices, market research, forecasting, economics, budgeting, financial analysis and project management. Good knowledge of land management principles and practices.

Ability to: plan, direct, and coordinate a strategic business development program; analyze and interpret marketing and financial data; demonstrate leadership and team player skills; effectively conduct negotiations between public and private sector entities; make effective presentations; express oneself clearly and concisely, both orally and in writing; establish and maintain effective working relationships with fellow employees, city, state and federal officials, and the general public.

Skill in the safe operation and care of: a motor vehicle through City traffic; personal computers, and generic business productivity & relevant specialized software.

Physical Requirements: Occasional exposure to weather and other adverse working conditions and mobility over uneven terrain when assessing project sites; considerable traveling involved.

Licenses and Certificates: Texas Class "C" Driver's License or an equivalent issued by another state.

Director of Personnel

Department Head

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